

# RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

December 29, 1997

JAN 06 REC'D

RJR Account #375878  
P. Cox  
McLANE-NORTHEAST

FEBRUARY: DORAL B1G1F PROMOTION #800018

Dear Paul:

We have placed orders for *Doral B1G1F* pre-sleeved product as listed to pack and ship this promotion to your participating retail accounts. **720** SKUs of Displays (item #536645) have been ordered to Consolidated Industries to pack this Promotion.

Product PO Numbers:

PO Number	Product / State	#/Cases Per Style				\$ Amount
		LIGHT	LT 100	LT MN 100	FF 100	
	UPC Code	12300-24960	12300-24961	12300-24963	12300-24962	
ER2786-01	B1G1F / CT	1	1	1	1	274.70
ER2787-01	B1G1F / MA	1	1	1	1	118.70
ER2788-01	B1G1F / NY	20	20	20	20	4,774.38
ER2789-01	B1G1F / PA	1	1	1	1	388.70
ER2790-01	B1G1F / NH	1	1	1	1	94.70
	TOTALS	24	24	24	24	\$5,651.18

Product Arrival:

January 26, 1998

Shipper Displays Arrival (Consolidated):

January 29, 1998

Ship Date to Retail:

Week of February 16, 1998

DISPLAY DETAIL (#536645)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

SKU CUBE:

0.4965

SKU WT (w/o Product):

1.1700 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

**Sales**      **Retail**

1221	1222
1222	1223
1223	1223
1224	1223
1225	
1226	
1229	
1240	
1244	

AE  
JH, FP  
RSM      REM

PC      SC  
MC      PA

JB

51846 2478

**PROMOTION DESCRIPTION:** SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT  
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.  
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER  
LIST*.

**DISPLAY LOAD:**

\* 4 CARTONS: ONE CARTON EACH STYLE: DORAL LT / LT 100 / LT MEN 100 / FF 100  
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY)

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail  
on a timely basis. This equates to \$470.40 (33.6 (12M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the  
marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams  
cc: R. Moore / McLane  
1610: DK / SS / RMD  
1000: J. Piscitelli  
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710  
Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet

**Note to RJR Manager:**  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to  
account.

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

FEBRUARY: DORAL B1G1F / PROMOTION #800018

RETAIL DISTRIBUTION DATE: 2/16/98

RETAIL DISTRIBUTION DATE: 2/16/98				NUMBER OF DISPLAYS PER GROUP PER STATE												
CHAIN NAME	NO. OF STORES	#/ DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS	CT	DE	MA	MD	ME	NH	NJ	NY	OH	C U Y A N D O G A	PA	RI	VT
A-PLUS/ SUNOCO	138	See List	142	1		23			2	4	97			12	3	
BRADFORD OIL	6	1	6						4							2
COOKS CONVENIENT	6	See List	9								9					
CONV EXPRESS	5	See List	9								9					
EXPRESS MART	40	See List	45								45					
HESS MART	45	See List	80							2	77			1		
HESS STATION	103	See List	116	1		3				9	98			4	1	
J MART	8	1	8								8					
KRAUSZERS	12	1	12	12												
MANLEY'S	11	See List	30								30					
MOBIL / ON THE RUN	101	1	101	14		13			13		56				5	
QUICKWAY	36	See List	36								36					
SUGARCREEK	74	1	74								74					
SUNRISE FOODS	21	See List	21								21					
INDEPENDENTS & SMALL CHAINS	19	See List	22	1		4			2		13			2		
TOTALS	625		711	29	0	43	0	0	21	15	573	0	0	19	9	2